

ASSIGNMENT OF PATENT APPLICATION

JOINT

WHEREAS, Steven M. Schein of 1326 Hoover Street #10, Menlo Park, California 94536, Sean A. O'Brien of 2939 Richland Avenue, San Jose, California 95125, James J. Leftwich of 131 Hawthorne Avenue #F, Palo Alto, California 94301, and Susan Broughton of 1260 Claremont Court, Tracy, California 95376, hereinafter referred to as "Assignors," are the inventors of the invention described and set forth in the below identified application for United States Letters Patent:

Title of the Invention: SYSTEMS AND METHODS FOR LINKING TELEVISION VIEWERS WITH ADVERTISERS AND BROADCASTERS

Date(s) of execution of Declaration: _____

Filing date: _____ Application No.: _____; and

WHEREAS, Starsight Telecast, Inc., located at 39650 Liberty Street, 3rd Floor, Fremont, California 94538, hereinafter referred to as "Assignee," is desirous of acquiring an interest in the invention and application and in any Letters Patent and Registrations which may be granted on the same;

For good and valuable consideration, receipt of which is hereby acknowledged by Assignors, Assignors have assigned, and by these presents do assign to Assignee all right, title and interest in and to the invention and application and to all foreign counterparts (including patent, utility model and industrial designs), and in and to any Letters Patent and Registrations which may hereafter be granted on the same in the United States and all countries throughout the world, and to claim the priority from the application as provided by the Paris Convention. The right, title and interest is to be held and enjoyed by Assignee and Assignee's successors and assigns as fully and exclusively as it would have been held and enjoyed by Assignors had this assignment not been made, for the full term of any Letters Patent and Registrations which may be granted thereon, or of any division, renewal, continuation in whole or in part, substitution, conversion, reissue, prolongation or extension thereof.

Assignors further agree that they will, without charge to Assignee, but at Assignee's expense, (a) cooperate with Assignee in the prosecution of U.S. Patent applications and foreign counterparts on the invention and any improvements, (b) execute, verify, acknowledge and deliver all such further papers, including patent applications and instruments of transfer and (c) perform such other acts as Assignee lawfully may request to obtain or maintain Letters Patent and Registrations for the invention and improvements in any and all countries, and to vest title thereto in Assignee, or Assignee's successors and assigns.

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IN TESTIMONY WHEREOF, Assignors have signed their names on the dates indicated.

Date: _____

4/4/97



Steven M. Schein

Date: _____

Sean A. O'Brien

Date: _____

James J. Leftwich

Date: _____

Susan Broughton

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Date: _____

Steven M. Schein

Date: 4/9/97

Sean A. O'Brien
Sean A. O'Brien

Date: _____

James J. Leftwich

Date: _____

Susan Broughton

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Date: _____

Steven M. Schein

Date: _____

Sean A. O'Brien

Date: 4/4/1997



James J. Leftwich

Date: _____

Susan Broughton

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Date: _____

Steven M. Schein

Date: _____

Sean A. O'Brien

Date: _____

James J. Leftwich

Date: 3-14-97

Susan Broughton
Susan Broughton